

PHASE  
I

## PLANNING

- PROJECT FORMATION
- PROJECT INITIATION

PHASE  
II

## DISCOVERY

- CLIENT KICK-OFF
- REQUIREMENTS GATHERING
  - BUSINESS
  - DATABASES
  - TECHNICAL
- DISCOVERY COMPILATION
- DISCOVERY DELIVERY

PHASE  
III

## DESIGN

- PROPOSE DEVELOPER TEAM
- ORDER SOFTWARES
- PLAN DESIGN MEETING
- CONDUCT MEETING
- DESIGN COMPILATION
- DESIGN DELIVERY

PHASE  
IV

## DEVELOPMENT

- PLAN DEVELOPMENT MEETING
- CONDUCT MEETING
- ANALYSE TEST LEAD & UPDATE FILES
- CREATE PHYSICAL DATA MODEL
- CREATE/MODIFY SPECIFICATIONS
- CROSSES TEST

Fy. 1a

## DEVELOPMENT (UNIT)

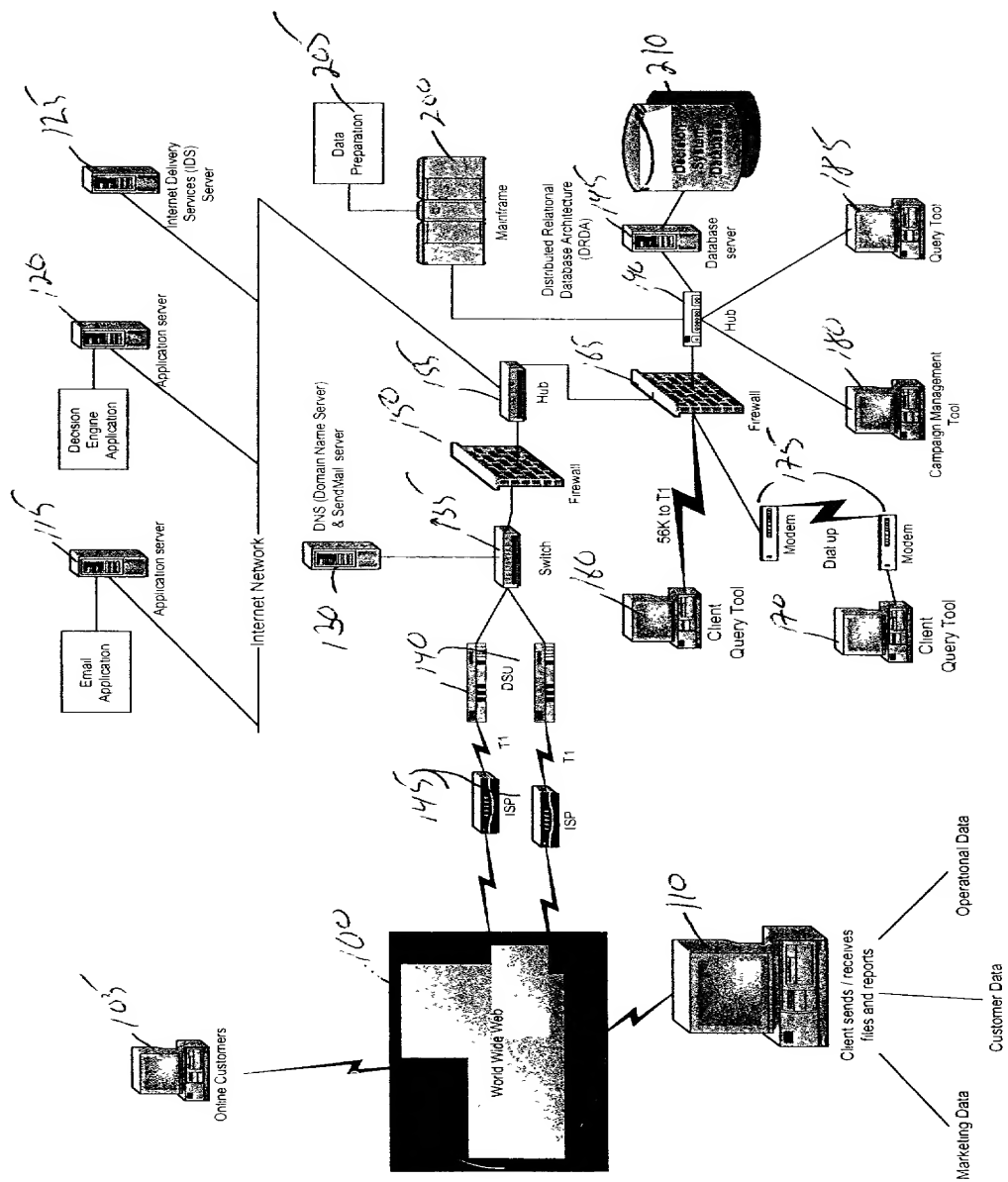
- CREATE UNIT & SYSTEM TEST PLANS
- CREATE/MODIFY PROCEDURES & ROUTINES
- PERFORM UNIT/SYSTEM TESTS
- PROCESS TEST DATA & POPULATE TEST DATABASES
- ESTABLISH RETENTION, BACKUP & SECURITY PROCEDURES
- CONFIGURE INTERNAL AND-USER TOOLS
- TUNE DATABASES
- PREPARE FOR DEPLOYMENT TOOL TRAINING
- CONSTRUCT DEPLOYMENT PLAN



## DEPLOYMENT

- PLAN DEPLOYMENT MEETING
- CONDUCT MEETING
- ANALYSE LIVE LEAD FILES
- CREATE LIVE DATABASES
- PROCESS LIVE DATA / POPULATE LIVE DATABASES
- CARRY OUT DEPLOYMENT PLAN
- POST PROJECT REVIEW, DEVELOPER
- POST PROJECT REVIEW, CLIENT

PHASE IV



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FIG. 3 is a block diagram of a system for multi-channel decision making and optimization.

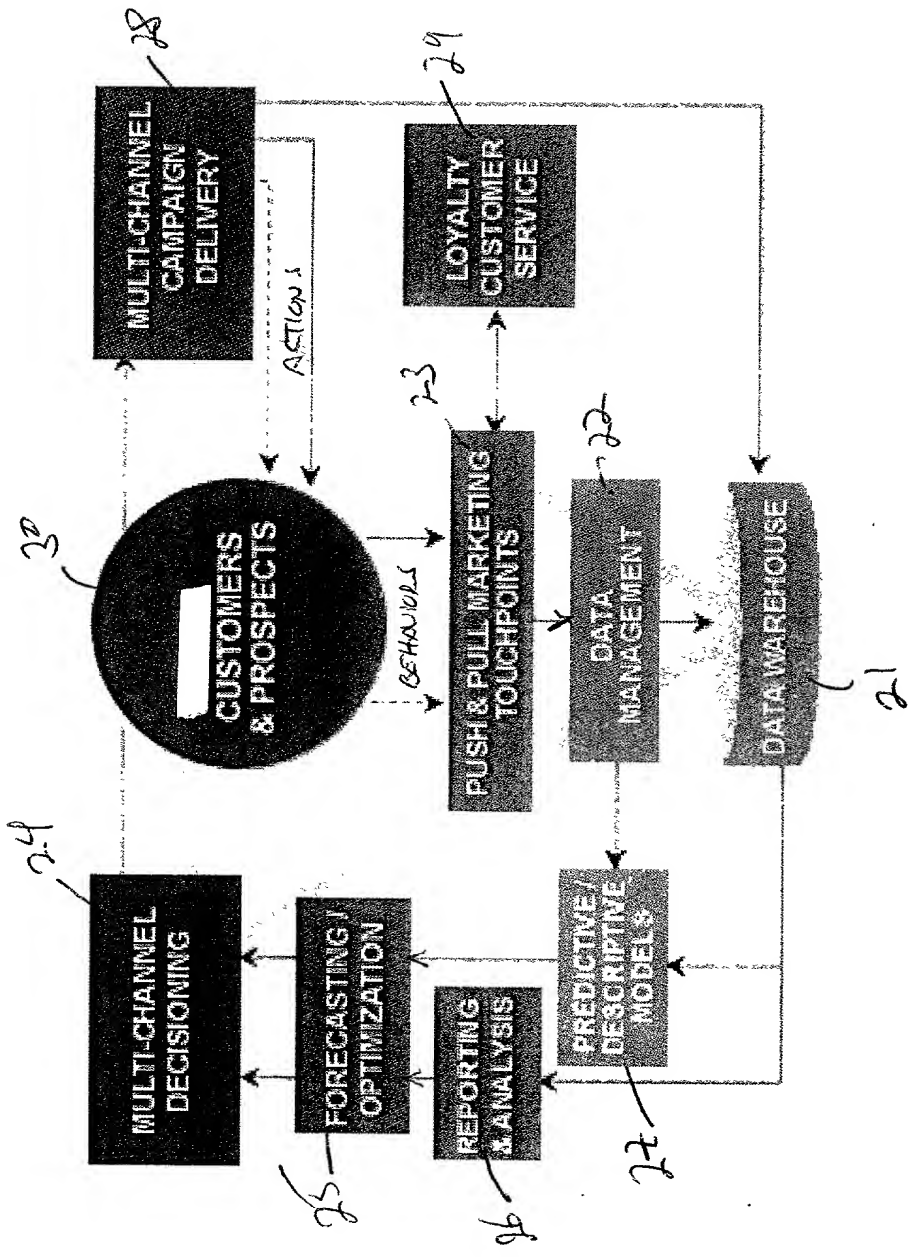


Fig. 3